



HOW TO OPTIMIZE MANUFACTURING SALES FUNNEL WITH AN ERP?



QUICK QUOTATION & COST ESTIMATE GENERATION

Real-time visibility to multiple level BOMs, vendor prices, material costs, inventory levels etc.

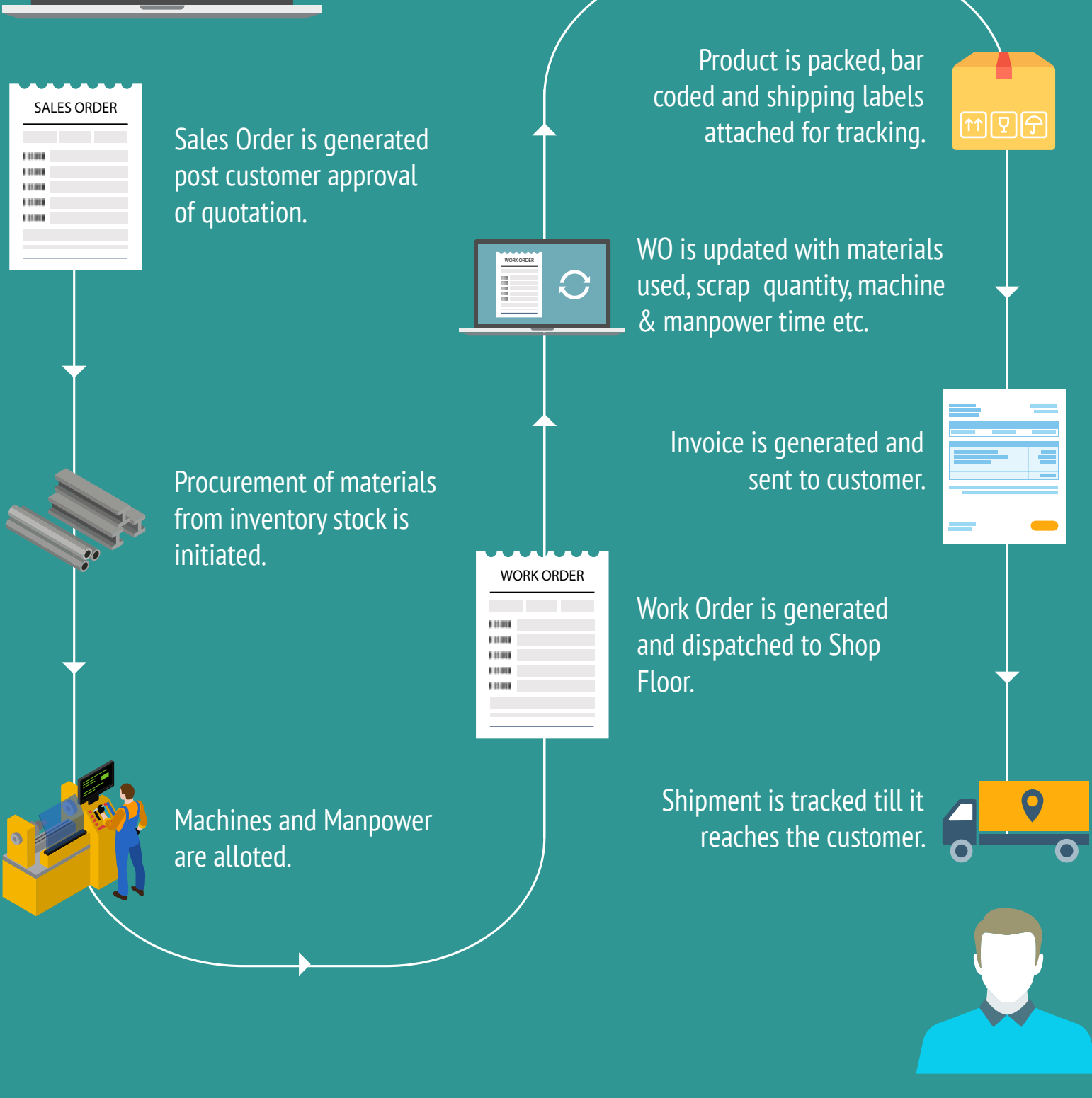


Quickly arrive at accurate quotation, cost estimates and associated profit margins.

Eliminates pencil + papers, spreadsheets and dependence on skilled personnel.



AUTOMATED SALES ORDER PROCESSING



USING ERP'S CUSTOMER RESOURCE MANAGEMENT (CRM)

Run lead generation campaigns, collect leads, extract high quality leads from the lot and convert them into sales orders.

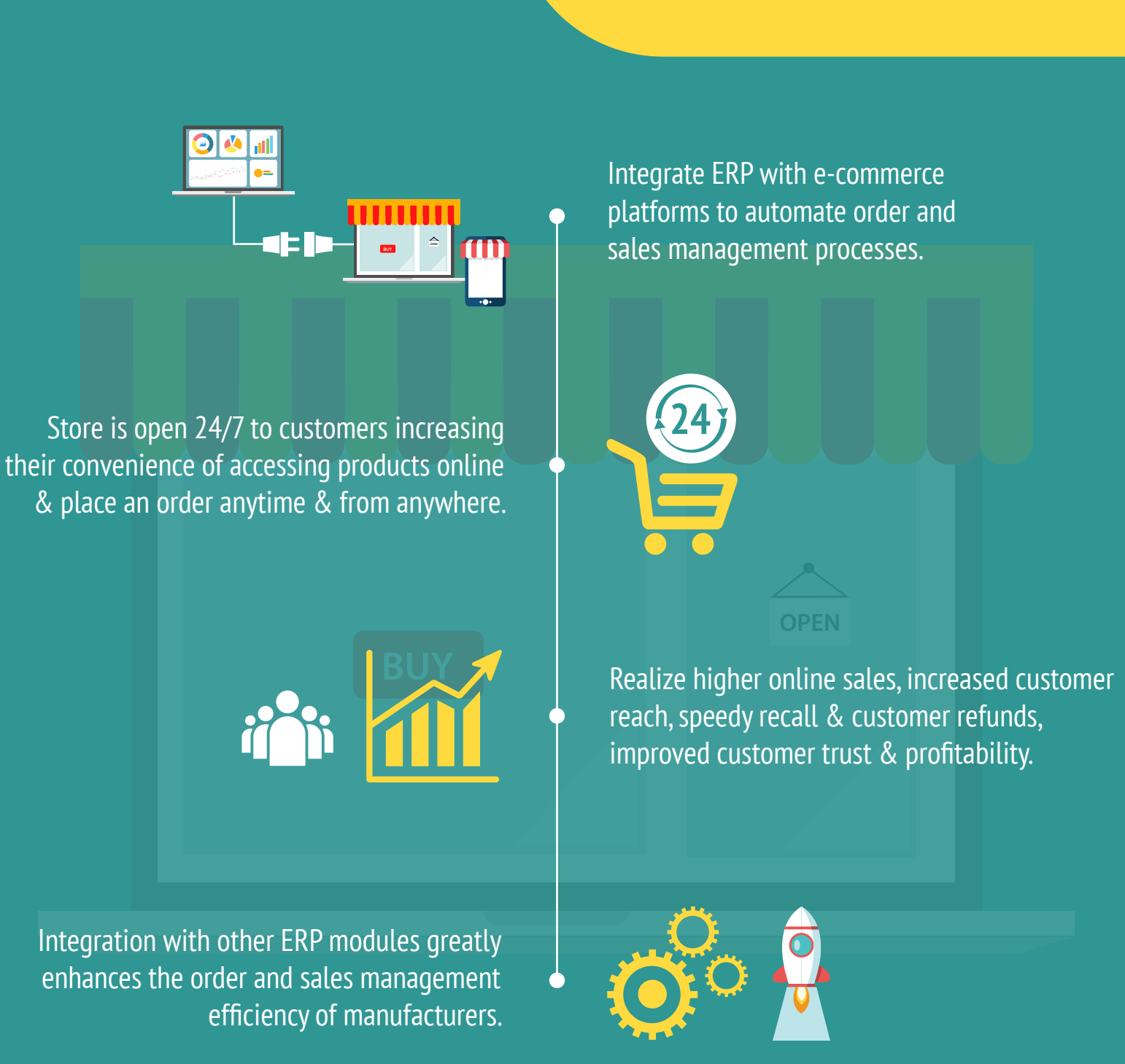
Centralized database that stores prospect and customer information.



Conduct in depth analysis to find out what marketing strategy, source, medium worked in which areas (location, industry segment, demographics).

Arrive at buying patterns, peak order times, down times to proactively contact customers.

E-COMMERCE INTEGRATION



USING ERP'S SUPPLY CHAIN MANAGEMENT

- Complete visibility of suppliers, partners & performance i.e. time to supply, product quality, credit history, pending orders etc.
- Automated purchase management through just-in-time purchase, RFQ generation and real-time demand, inventory view to suppliers.
- Improved quality of products procured through regular performance monitoring of suppliers.
- Enhanced sales numbers as manufacturing and delivery are on time & customers are satisfied.
- Advanced product traceability right from its procurement till it goes into the final product.

